

Subject: Re: Cultural Affairs Grant

From: Kim Sudhalter

Date: 04/12/2016 11:18 AM

To: Jeff Ebenstein

Hi Jeff:

Ok, here is my description.

Melrose Ave has long been the epicenter for hip, original, street fashion. In recent years, we have become THE place to shop for Festival Season, the months between April and August when young people attend live music and lifestyle festivals all over the country. Whether they're looking for amazing clothes for Coachella, Burning Man, Further Future, Stagecoach, Electric Daisy, or even Comicon, they all flock to Melrose to find that something special and different that's not available anywhere else.

2017 is the **50th Anniversary of the Summer of Love**, the summer that started it all and defined what music festivals would become. The Melrose Ave Business Improvement District would like to celebrate that milestone, and our status as the place to shop for Festival attire with a big weekend Summer of Love street festival that kicks off Festival Season. We're thinking the beginning of April, 2017. We'd like to close down 4-5 blocks around the Melrose & Martel intersection and have music stages, booths where Melrose merchants can sell their wares, food booths where Melrose restaurants can do sampling, rides, games, etc. It would be a neighborhood block party that appeals to all, young and old and captures the Melrose spirit.

Our goal would be to host these events every year, gaining sponsorship over time. But our first year out, we would love to partner with the city to throw an outstanding first-time community event with the entire city's support. We envision a Saturday event with tens of thousands attending throughout the course of the day. We're excited about bringing Melrose back to what it once was, and we believe an event like this would help make that happen over time.

Thanks for your help and guidance, Jeff!

Best,
Kim

Kim Sudhalter
Urban Legend PR
213.369.6062

On 4/8/16, 11:17 AM, "Jeff Ebenstein" <jeffeбенstein@gmail.com> wrote:

Sounds good. Just send me a quick paragraph describing what the event would entail. Include Street boundaries time of day dates how many people activities, Etc. I will then connect with cultural affairs and find the best and most comprehensive way to help. Want to make sure we get you the right fit, that will help the most.

Sent from my iPhone

On Apr 8, 2016, at 11:10 AM, Kim Sudhalter <kim.sudhalter@urbanlegendpr.com> wrote:

Hi Jeff:

The Lit Crawl is the project of an outside producer. We're here to support and possibly sponsor to a small degree but not fund.

We, the BID, want to throw a large street festival next year kicking off festival season. It would involve a full street closure from Fairfax and La Brea with a main stage and big music acts, rides, games, food booths, etc. We'd hope to turn it into an annual event that would attract sponsorship over time.

We can't afford to fund the first few years on our own, so we'd like to apply for a cultural affairs grant. Could you guide me as to who to go to and how to apply?

Many thanks,
Kim

Sent from my iPhone

On Apr 8, 2016, at 10:51 AM, Jeff Ebenstein <jeffebenstein@gmail.com> wrote:

I hope you're well. I've been out of the office for a few days but want to get back to you.

There are many types of grants that department has. The one that our current proposal seeks has no deadline.

The larger grants with application deadline could apply to a bigger music festival focus Melrose event in the future.

Just want to make sure that I'm answering your question correctly, were you just questioning funding for our literary crawl or additional ?

For the literary crawl I just need a paragraph description of the events that I will forward to cultural affairs to get the ball rolling.

Sent from my iPhone

On Apr 7, 2016, at 1:36 PM, Kim Sudhalter <kim.sudhalter@urbanlegendpr.com> wrote:

Cultural Affairs Grant Hi Jeffrey:

I just wanted to check back with you about this. I went to fill out the application and it said the deadline was last year. Are they still running it, or has the deadline truly expired?

Best,
Kim

Kim Sudhalter
Urban Legend PR
213.369.6062

On 3/10/16, 4:14 PM, "Jeffrey Ebenstein" <jeffrey.ebenstein@lacity.org> wrote:

Hi,
Thanks for taking the time to meet. I look forward to work with you on this and many great things to come.
See the link and check out the department's site:
<http://dcaredesign.org/grants/>

Jeffrey Ebenstein
Legislative Deputy
Councilmember Paul Koretz, City of Los Angeles
200 North Spring Street, Suite 440
Los Angeles, CA 90012
(213) 473-7005
Email: jeffrey.ebenstein@lacity.org
If you would like to sign up to receive the Fifth Council District e-newsletter, click here <<http://cd5.lacity.org/NEWSLETTERSIGNUP/index.htm>>

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